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**Hendricks et al.**

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(54) **ELECTRONIC BOOK HAVING ELECTRONIC  
COMMERCE FEATURES**

(52) **U.S. Cl.** ..... **705/26**

(58) **Field of Classification Search** ..... **705/26,**  
**705/27**

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See application file for complete search history.

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(57) **ABSTRACT**

A viewer for displaying an electronic book and providing for electronic commerce. In conjunction with viewing an electronic book, a user can view information about products and services, view an on-line electronic catalog, and receive samples of products available for purchase. By entering a purchase request, the user can purchase products or services. In the case of a digital product, the user can download the purchased product directly into the viewer. The viewer also records statistics concerning purchase and information requests in order to recommend related products or services, or for directing particular types of advertisements to the user.

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#### Related U.S. Application Data

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continuation-in-part of application No. 09/191,520,  
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ation-in-part of application No. 08/906,469, filed on  
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Nov. 7, 1994, now Pat. No. 5,986,690, and a continu-  
ation-in-part of application No. 08/160,194, filed on  
Dec. 2, 1993, now Pat. No. 5,990,927, and a continu-  
ation-in-part of application No. PCT/US93/11606,  
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(51) **Int. Cl.**

**G06Q 30/00**

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**18 Claims, 68 Drawing Sheets**

